India's diarrhea control program is called the **STOP Diarrhoea Campaign**. The campaign aims to reduce the number of child deaths due to diarrhea to zero. The campaign is part of the National Health Mission and is implemented by the Ministry of Health and Family Welfare (MoHFW).

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How does the campaign work?

Awareness

The campaign raises awareness about the importance of diarrhea prevention, cleanliness, and proper treatment.

ORS and zinc

The campaign provides Oral Rehydration Solution (ORS) and zinc to children under five.

Home visits

Health workers visit households with children under five to distribute ORS and zinc.

Handwashing

Health workers demonstrate handwashing to children and provide clean water.

Health facility support

Health facilities set up ORS-zinc corners and provide medical management for undernourished children.

Counseling

Health workers counsel caregivers on home treatment for diarrhea.

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What are the goals of the campaign?

- To reduce the number of child deaths due to diarrhea
- To improve the use of ORS and zinc
- To enhance the Prevent, Protect, and Treat (PPT) strategy

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DIARRHEAL DISEASE CONTROL PROGRAMME IN INDIA

- 'National cholera control programme of India' was converted into 'NATIONAL DIARRHEAL DISEASE CONTROL PROGRAMME' (NDDC) in 1983
- At present it is a part of ' NATIONAL RURAL HEALTH PROGRAMME' OF 2013 (NRHM)

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The launching of the National Diarrhoeal Diseases Control Programme (CDD) in 1978, based on a three-tier approach, is of great importance.

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